



AVIA HOLDS HYBRID CONFERENCE IN ASIA

This year's conference promises to be a multi-platform, multi-media experience with a select group of delegates able to experience the conference live in both Singapore and Hong Kong, while the virtual event platform sees the introduction of even higher production values.

The Asia Video Industry Association (AVIA) will be hosting the Asia Video Summit this year with several firsts under its belt. With the pandemic abating in Singapore and Hong Kong, AVIA will be hosting a live conference at both locations, allowing a small group of participants to experience the conference live and network with fellow delegates.

Louis Boswell, CEO, AVIA, commented "This has been an unprecedented year for everyone. Although we have successfully hosted several virtual events this year, we are learning and improving all the time so we feel confident this will be our best virtual conference yet. At the same time, nothing can replace real social interaction so we are taking advantage of the much improved situation in Singapore and Hong Kong to return a degree of normality to the Asia Video Summit, and allow some of our delegates a level of physical interaction, to watch the sessions live, reconnect with each other, and enjoy some food and drinks on us."

The Summit will bring together more than 130 thought leaders in the video industry to explore these five key themes: Remembering Television, Streaming Ahead, Premium Advertising, Sporting Times and Talking Tech.

- ❖ Remember Television? – We assess the state of FTA and Pay

- ❖ Sporting Times – We take stock of the particular challenges and triumphs the sports industry has undergone in 2020 and what lies ahead.
- ❖ Talking Tech – We will follow the technological journey content goes through from creation to consumption and look at the innovations which will shape the industry in the coming years.

This year's Summit will also see several speakers headlining the conference for the first time in Asia as we continue to witness much structural changes in the

industry. As part of the annual Summit, AVIA will be hosting The State of Piracy Summit on 5 November to look at the strides that are being made against piracy in the region. In addition, there will also be the invitation-only Policy RoundTable on 4 November and the Anti-Piracy Sports Roundtable on 6 November. Visit www.asiavideosummit.com for more details on the Summit programme and line-up of speakers.

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TV and examine what the pressure to go direct-to-consumer means for traditional relationships between content owners and MVPDs.

- ❖ Streaming Ahead – We want to know how you scale a streaming business, how you market your services and differentiate products, and how is life different for national, regional and global services.
- ❖ Premium Advertising – it is clear today that our industry, with the wealth of high-end content we deliver, have yet to persuade the advertisers to park their money with us. Why is that and what can we do to change the situation?